<u>In the Claims</u>:

The following is a list of claims pending in this application and their current status. This listing of claims will replace all prior versions and listings of claims in this application.

1.   (Currently amended) A computer-implemented method of adjusting projected demand for ~~one or more~~ <u>a plurality of</u> items at one or more locations, including:

calendaring one or more disruptive events with associated impact estimates to apply to the items at the locations<u>, wherein the disruptive events have a start date and are either open-ended or have a distant end date that is appropriately modeled by a step impact on sales history or projected demand</u>; and

applying the impact estimates, wherein

the impact estimates for disruptive events that already have taken place are applied to sales history quantities used to project demand, and

the impact estimates for disruptive events that have not yet take place are applied to adjust the projected demand.

2.   (Original) The method of claim 1, wherein the impact estimates can be positive or negative.

3.   (Original) The method of claim 1, wherein the impact estimates are factors multiplied by the sales history quantities or the projected demand.

4.   (Original) The method of claim 1, wherein the impact estimates are quantities added to the sales history quantities or the projected demand.

5.   (Original) The method of claim 1, wherein the impact estimates for disruptive events that already have taken place are factors multiplied by the sales history quantities.

6.   (Original) The method of claim 1, wherein the impact estimates for disruptive events that already have taken place are quantities added to the sales history quantities.

7.   (Currently amended) The method of claim 1, wherein calendaring involves

assigning a particular disruptive event and ~~its~~ <u>the particular disruptive event's</u> associated impact estimate to a particular <u>start</u> date.

8.   (Currently amended) The method of claim 1, wherein calendaring involves assigning a particular disruptive event and ~~its~~ <u>the particular disruptive event's</u> associated impact estimate to a particular <u>start</u> date and time.

9.   (Original) The method of claim 1, further including a plurality of disruptive events.

10.   (Original) The method of claim 9, wherein one or more of the plurality of disruptive events have not yet taken place.

11.   (Original) The method of claim 9, wherein one or more of the plurality of disruptive events have already taken place.

12.   (Original) The method of claim 9, wherein one or more of the plurality of disruptive events have not yet taken place and one or more of the plurality of disruptive events have already taken place.

13.   (Original) The method of claim 9, wherein a plurality of impact estimates for the plurality of disruptive events are combined multiplicatively.

14.   (Original) The method of claim 9, wherein a plurality of impact estimates for the plurality of disruptive events are combined additively.

15.   (Original) The method of claim 9, wherein a plurality of impact estimates for the plurality of disruptive events are combined by a combination of addition and multiplication.

16.   (Original) The method of claim 9, wherein a plurality of impact estimates for the plurality of disruptive events are applied beginning with a most recent disruptive event.

17.   (Original) The method of claim 9, wherein a plurality of impact estimates for the plurality of disruptive events are applied beginning with a most distant disruptive event.

18.   (Original) The method of claim 1, further including applying a plurality of forecasting techniques to the sales history quantities to derive a plurality of projected demand estimates.

19.   (Currently amended) The method of claim 1, further including applying a ~~probablistic~~ <u>probabilistic</u> forecast technique to the sales history quantities to derive the

projected demand ~~estimates~~.

20.   (Currently amended) The method of claim 1, further including applying a segmented ~~probablistic~~ probabilistic forecast technique to the sales history quantities to derive the projected demand ~~estimates~~.

21.   (Currently amended) The method of claim 1, further including applying a regression forecast technique to the sales history quantities to derive the projected demand ~~estimates~~.

22.   (Currently amended) The method of claim 1, further including applying an ARIMA forecast technique to the sales history quantities to derive the projected demand ~~estimates~~.

23.   (Currently amended) The method of claim 1, evaluating ~~the~~ an actual impact of least one particular disruptive event that has already taken place at least a predetermined period prior to adjustment of the projected demand, and adjusting the ~~estimated~~ impact estimates based on the evaluated actual impact of the disruptive event.

24.   (Original) The method of claim 23, wherein the predetermined period is user selected.

25.   (Original) The method of claim 23, wherein the predetermined period is measured in days.

26.   (Original) The method of claim 23, wherein the predetermined period is measured in time increment of less than a day.

27-56 (Cancelled)

57. (New) The method of claim 1, wherein the disruptive events represent cannibalization of sales or demand for a first item at a particular location by introduction of a second item at the particular location.

58. (New) The method 1, wherein the disruptive events represent opening or closing of a competing store that impacts sales or demand at the location.

59. (New) A computerized system for adjusting projected demand for a plurality of items at a plurality of locations on an item-location basis, the system including:

logic and resources adapted to maintain a calendar of past and future disruptive

events that impacted or will impact demand for a particular item at a particular location, wherein the disruptive events have a start date and are either open-ended or have a distant end date that is appropriately modeled by a step impact on sales history or projected demand;

logic and resources utilizing the calendar of disruptive events to apply impact estimates to adjust the projected demand for the plurality of items at the plurality of locations, wherein the impact estimates for disruptive events that already have taken place are applied to sales history quantities used to project demand, and the impact estimates for disruptive events that have not yet take place are applied to adjust the projected demand.

60. (New) The method of claim 1, wherein the disruptive events represent cannibalization of sales or demand for a first item at a particular location by introduction of a second item at the particular location.

61. (New) The method 1, wherein the disruptive events represent opening or closing of a competing store that impacts sales or demand at the location.

62. (New) A machine readable memory impressed with a logic adapted to adjust projected demand for one or more a plurality of items at one or more a plurality of locations, including:

calendaring one or more disruptive events with associated impact estimates to apply to the items at the locations, wherein the disruptive events have a start date and are either open-ended or have a distant end date that is appropriately modeled by a step impact on sales history or projected demand; and

applying the impact estimates, wherein

the impact estimates for disruptive events that already have taken place are applied to sales history quantities used to project demand, and

the impact estimates for disruptive events that have not yet take place are applied to adjust the projected demand.

63. (New) The method of claim 1, wherein the disruptive events represent cannibalization of sales or demand for a first item at a particular location by introduction of a second item at the particular location.

64. (New) The method 1, wherein the disruptive events represent opening or closing of a competing store that impacts sales or demand at the location.